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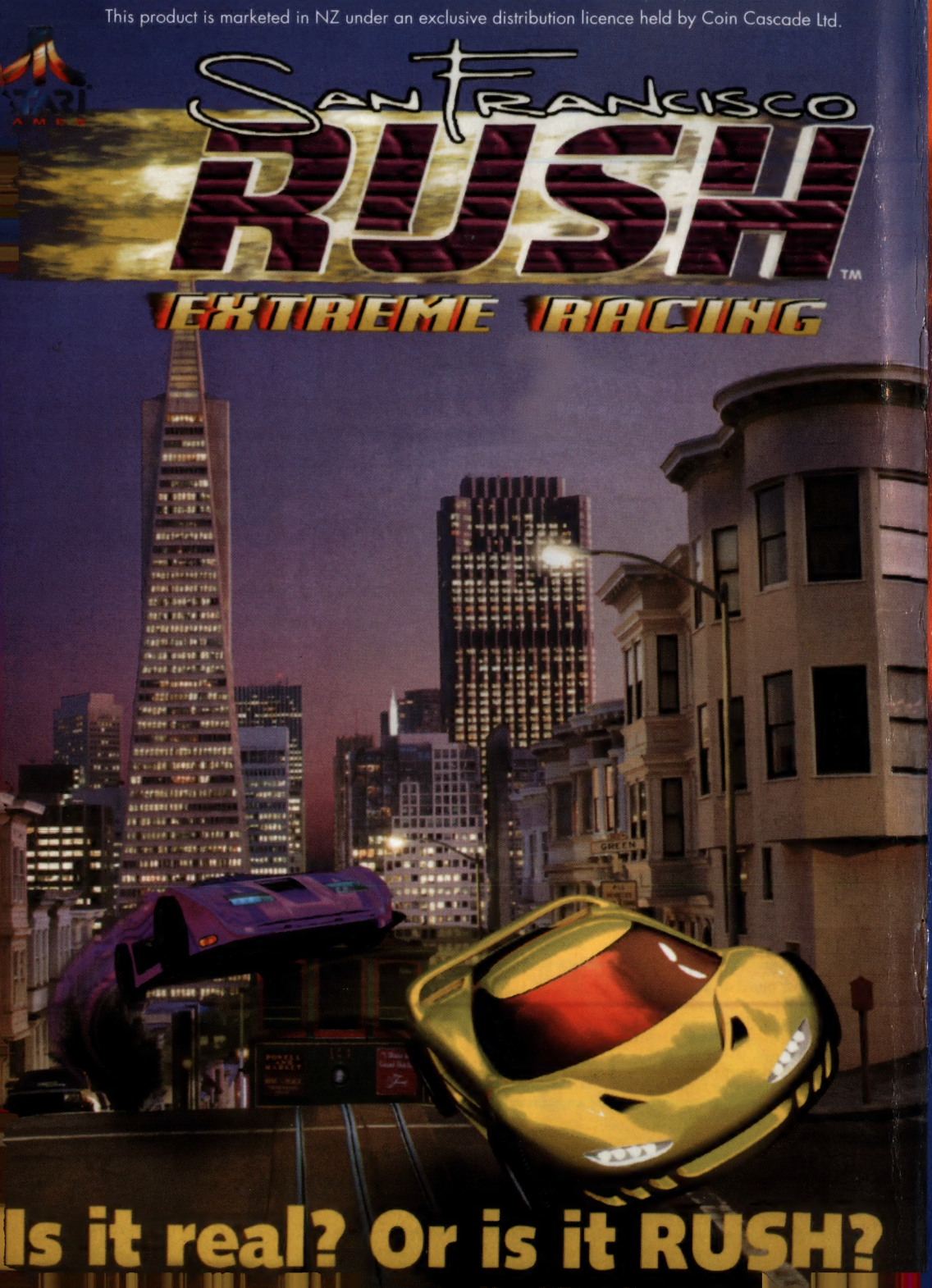
SAN FRANCISCO RUSH™

EXTREME RACING

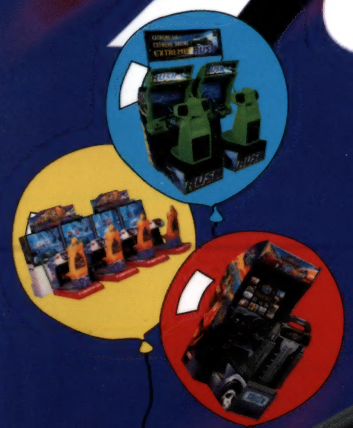


Is it real? Or is it RUSH?

TIME OUT

JANUARY/FEBRUARY 1997

WELCOME TO 1997



Coin Cascade Ltd.,
5 Vulcan Place, Christchurch,
Ph 338 1411, Fax 338 1410

THERE HAVE ONLY BEEN A FEW DRIVING GAMES
THAT HAVE CHANGED OUR INDUSTRY---

ADD ONE MORE

SPEED UP

FROM gaelco

SPEED UP
the latest 3D
CGI car race
by GAELCO

Up to
4 players
simultaneously

Sports Racing

European Model
shown
(Australian model
different cabinet)

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NEO 50 II

This highly-profitable 50-inch screen MVS is making its debut as the new standard on the amusement scene!
With "NEO 50 II" featuring the big screen monitor that can switch between
2 frequencies automatically, you are able to enjoy two different frequencies of games.

A new type of 50-inch big screen which is able to switch between 2 different frequencies automatically!

The monitor can switch between frequencies for games having different kinds of horizontal frequency outputs. Not necessary to manually adjust the monitor when mounting a JAMMA standard PCB (15.75kHz) or even a board of another standard (24.83kHz).

Of course, able to mount JAMMA standard games.

By switching the built-in connectors, it is able to mount JAMMA standard game PCBs with ease. This useful function of NEO 50 stil remains.

- **Colorful new design has a remarkable eye-catching effect!**
- **Operational performance has been drastically improved with the reconfiguration of the control panel buttons!**
- **Easy-to-adjust monitor screen with attached remote control!**

■NEO50 II Specifications

• Mounting 50-inch PTV monitor that can switch between 2 frequencies automatically • Mounting NEO-MVH MV2 as standard/ Able to mount JAMMA PCB • Standard installation dimensions: (Width) 1,146 × (Depth)2,000~3,200(adjustable) × (Overall height)1,900 • Power supply: AC100V ± 10V(50/60Hz) • Power consumption: 210W • Gross weight: 300kg • Specifications and appearance are subject to change without previous notice.

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CLASSIFIEDS

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Final Lap II twin	$3,800
Indiana Jones	$3,600
Mortal Kombat II	$700
Mortal Kombat	$600
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Art of Fighting	$120
Samurai Shodown	$200
Hyper Fighting	$350

PH SAYED 025 834 025

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Coco the Clown	$5,800
Hit the Ice 4p	$1,500
Lethal Enforcer PCB	$1,400
Line of Fire	$2,300
Lord of Gun kit	$1,200
Mobil Gundam gun kit	$1,000
Operation Thunderbolt	$1,000
Rad Rally twin	$7,000
SCI Dedicated Upright	$1,500
SST Air Hockey's	$2,800
Space Gun	$2,500
T2 Gun	$3,000
Virtua Fighter 2 dedicated	$8,000
Virtua Fighter dedicated	$3,800
Virtua Racer twin	$12,500

PH KEN OR MIKE 04 389 3919

PCBS FOR SALE

Final Fight	$150
P47	$140
Combatribes	$75
Devistators	$75
Exciting Soccer	$50
Bombjack	$60
Blademaster	$95
Elevator Action	$100
Kageki	$50
Ropeman	$50
TMNT	$150
Chopper 1	$80
Slapfight	$75
Wrestlefest	$100
Juju	$75
Knuckles Joe	$75
Cabal	$90
Omega Fighter	$90
Kiki Kaikai	$50
Donkey Kong Jnr	$200
DD Crew	$90
Ghosts n Goblins	$100
Mortal Kombat 1	$390
Captain America	$100
SF Hyper	$280
Tekken	$1,100

NEO GEO FOR SALE

Soccer Brawl	$95
Art of Fighting	$110
Fatal Fury 2	$110
Samurai Shodown	$75
World Heroes 2	$145
World Heroes 2 Jet	$195
King of Fighters 94	$175

PINBALLS FOR SALE

Twilight Zone	$3,500
Getaway	$1,900
T2	$1,250
Addams Family	$2,900
Creatures	$2,500
Fishtales	$2,300
Star Trek	$2,800

PH MARK 04 567 8757

WANTED TO BUY

Williams Defender and Star Gate boards, anything considered

PH MASON 06 753 2305 AFTER 5PM

ATARI GAMES TAKES THE CHEQUERED FLAG WITH SAN FRANCISCO RUSH EXTREME RACING

ATARI Games is proud to announce the upcoming release of the most exciting arcade racing game ever created - San Francisco RUSH Extreme Racing. Sure to be one of the biggest games of the year, SF RUSH combines an unparalleled level of realism, racing excitement and game depth that provide an experience unlike any other driving game.

SF RUSH offers the excitement and challenge of racing up and down the scenic, aircatching hills of San Francisco. Using realistic landmarks from this famous city, players feel the "rush" of driving up and down the steep hills and over the Golden Gate Bridge. Many of the city's world-renowned venues have been 3D modeled and photographed to create one of the best "virtual tours" of the city available. To round out the multi-sensory experience, force-feedback steering allows players to feel the road while realistic audio effects include explosions, collisions, and crashes punctuated by an 8 inch woofer placed in the seat. For those players who demand the greatest racing challenge there is a clutch pedal.

The computer hardware running San Francisco RUSH is built around Voodoo Graphics technology developed by 3Dfx Interactive Inc. Voodoo Graphics delivers interactive 3D applications with photo-realistic quality at real-time frame rates. With performance exceeding one million texture-mapped triangles per second, the Voodoo Graphics chip set solution plays an important part in delivering the "rush" to players.

At the heart of the game are many innovative elements of realism that will make San Francisco RUSH a mega-hit with players around the world. These include a variety of cars each with unique handling characteristics and exciting race course shortcuts.

Players can select from one of eight cars, each with varying degrees of handling and maneuvering abilities. The cars differ slightly in top speed, but unlike other driving games, they vary dramatically in handling characteristics. Mary Fujihara, VP of Marketing at Atari Games explains: "The range of driving models provided in SF RUSH offers something for all players. We offer everything from the simplified and forgiving handling common in many other driving games, to a full-blown race car simulation. SF RUSH allows players to play on their own terms. They can start out with the beginner car to learn the race courses. After mastering the courses and the driving characteristics of the friendlier cars they can move up to the more advanced cars for a more challenging and realistic driving experience."

In addition to mastering the variety of vehicles, players will spend more than just their time discovering the spectacular and novel hidden shortcuts buried in each track, including jumping across rooftops, driving through sewers, and falling from suspended freeways. These shortcuts offer a challenging way for players to jockey for position. If they are negotiated well, players can make up several tenths of a second on their competitors. If not … Crash!

There are also important features for both large entertainment centres and street locations. Street operators will like the space economising footprint of the single seat configurations, while large locations will take advantage of the ability to link up to eight cabinets for exciting head-to-head races and tournaments. San Francisco RUSH sets a new standard for arcade driving games. It's sure to steal your heart, San Francisco RUSH.

It's Extreme!! •

THERE HAVE ONLY BEEN A FEW DRIVING GAMES
THAT HAVE CHANGED OUR INDUSTRY---

ADD ONE MORE

NEW SPEED UP

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FROM gael

SAN FRANCISCO RUSH
EXTREME RACING

NEW

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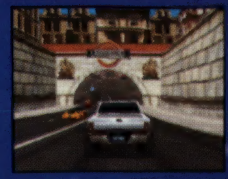


Midway Goes Global With Cruis'n World Video Game

Driving Simulator Voted "Best New Game" at the AMOA Show

Chicago, November, 1996 - Midway Games Inc. has introduced the most realistic, wildly entertaining driving video game ever created, Cruis'n World. The game utilises advanced video display technology to simulate locations around the world - from the top of the Great Wall of China to an underwater tunnel off the coast of Hawaii.

The Cruis'n World designers travelled to 14 cities in 12 different countries to collect video footage that was used in the game. The footage was converted to 3-dimensional imagery using Midway's state-of-the-art reality mapping technology. The result is an ultra-realistic video game experience where players are able to "cruise" through locations such as Japan, Egypt, Italy, Australia and Africa. The pyramids in Egypt, Mexican ruins, the Kremlin and the Eiffel Tower are just a few of the attractions players encounter during their world tour.

Players can choose from 12 different cars to navigate their world tour. From turbo charged sports cars to a military-style vehicle to a 3-wheeled delivery cart, each of these cars has a legitimate shot at winning the race around the world.

Cruis'n World is a sequel to Cruis'n USA, which was released in 1994, and has since become one of the most popular coin-operated video games of all time. Cruis'n USA was voted "Most Innovative Videogame" in both 1995 and 1996 by the AMOA. Advances in technology have allowed the Cruis'n designers to improve many aspects of the game, including increased frame rates, smoother animations and a more responsive player controls.

"The technology is incredible," said Eugene Jarvis, head of the Cruis'n World and Cruis'n USA design teams. "But the bottom line is that the game is a lot of fun. We used the improvements in technology to add cool features - wheelies, driving on two wheels, cars flipping in mid-air, more secret cars. It takes Cruis'n to a whole new level."

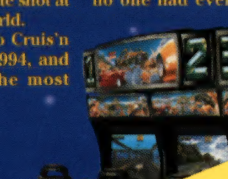
Although realism was important for the scenery and the overall look of the countries, the Cruis'n designers took reality to a whole new level in some aspects of the game.

"We went beyond the laws of physics and real world limitations when designing the performance of the cars," said Jarvis. "Anything goes. Until now, no one had ever driven a sports car on two wheels through the centre of an Egyptian pyramid. It's totally wild.

Cruis'n World is a sit-down game available with both 25" and 33" monitors. The 25" monitor provides the full Cruis'n experience, yet is small enough to fit in most street locations. Up to four games (25" or 33") can be linked together to create a major attraction on location.

"Linking has proven to be extremely popular with Cruis'n USA," said Joe Dillon, Vice President of Sales. "It transforms a single game into an attraction. 4 Cruis'n World games with 33" monitors linked together provide a major attraction for an arcade or FEC."

Cruis'n World features Midway's patented DCS2 Sound System, with a soundtrack of 6 driver-selectable tunes to choose from while racing. "The songs were written to capture the feel of different parts of the world," said Vince Pontarelli, composer of the Cruis'n World soundtrack. "Songs such as Grunge Factor, Euro Ho[illegible]ngle Bump, Islander, A[illegible]nde Shuffle - pro[illegible]the differ[illegible]



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OUTLOOK 1997
NEW ZEALAND

1996 has been both a very busy year for those operators with arcades and a very quiet year for those operators still looking at traditional street locations for the bulk of their income.

Arcades have tended to grow larger with the introduction of new companies and investors into the market. We currently know of at least fourteen new centres that are planning to open during the first half of 1997. Extra competition in this area will increase rental rates and lower the returns for operators and it will be very interesting to see how new entrants will fair in the market in 1997.

Sega has changed tack this year and after a brief foray into distribution have sold the NZ distribution rights for its products to the new Village Entertainment joint venture. At the time of print it was not sure who would finally distribute this product in our market and at what premium this will occur. It was interesting to note that the first CG3 systems game; Virtua Fighter 3; was sold into the market for over twice the cost of Virtua Fighter 2 on the CG2 system. It is hoped that whatever the final distribution configuration turns out to be that new drivers will not reflect this sort of increase as it is difficult to see that the required game price (on that sort of investment) of $4 per game is sustainable in the long run.

Street and hotel based locations have tended to be much quieter this year with large dedicated pieces following the fortunes of pinballs in times past and tracking downwards, sometimes very quickly. Hotels have tended as a rule to be a very fickle market and hotel owners have been very aggressive with removing any pieces that are showing reduced earnings. It is fair to say the operators have tended to rely on Daytona, Rally and Cruising units in these sites as other models have simply not had any legs. With the large number of new drivers now in the market, many with good operating information, I expect to see this market pick up in 1997 although it will remain a very demanding segment with the emphasis being on high capital investment.

Street locations have tended to perform very poorly with the 80/20 rule reduced to a 90/10 rule with 90% of revenue coming from 10% of the locations. An excellent range of good quality well priced conversion games have been the only bright spot in this market (games like SF vs X-Men, Tekken 2 and Metal Slug) but the clear trend is towards more and more mall based shopping with general spending moving away from the strip retail locations. Operators can expect this trend to continue into 1997.

PRODUCERS:

1997 will be a great year for new product. For the last few years (since the release of Daytona) Sega and Namco have tended to dominate the supply of the best units but this game has closed. Even with the introduction of the new CG3 system from Sega they will have no clear lead over the rest of the pack with both Konami and Namco also releasing new systems with equal or more power and with very aggressive pricing on these systems. Tecmo have released a new CG2 system upgrade called "Dead or Alive" which has had exceptional earnings and really reconfirms the old adage that "the game" rather than simply "the technology" gives us "the earnings".

NAMCO

1996 was Namco's year and with the introduction of Tokyo Wars and Tekken 3 (utilising their new hardware) in early 1997 it looks like this strength will continue. Rather than follow old trends and ideas Namco have consistently pushed their development with such games as Alpine Racer and seem at the moment to be at the innovative head of the pack. Strong rumours of a new driver and another special game tend to promise great things for 1997.

WILLIAMS/BALLY/MIDWAY

SOME disappointments in 1996 but this USA based company really understands the market for well priced quality product. Pinball is finally on the uptake in NZ with the latest models from both Williams/Bally and Sega showing good and

CLASSIFIEDS

World Heroes	$100
World Heroes 2	$100
World Heroes Perfect	$300
Zed Blade	$100

PH BEVAN 09 525 0200

FOR SALE

Virtual On twin27" ex cond.	$24,750
Alpine Racer 60" ex cond.	$27,750
Mad Dog 33" ex cond.	$3,750
Terminator 2 ex cond.	$2,950

PH WAYNE 06 835 6195

FOR SALE

Lethal Enforcers 26" ded upright, NRI & credit board. Game & guns removed, ready for new game	$1,500
Killer Instinct dedicated	$4,500
Neo Geo Two Slot 26" Lowboy 2 NRIs	$2,000
Addams Family Pinball	$3,000
Terminator 2 Pinball	$2,000
Bride of Pinbot Pinball	$1,000

PH KELVYN 03 352 9280

PCBS FOR SALE

Air Duel	$200
Altered Beast	$100
Arabian Magic	$300
Armoured Warriors	$400
Beach Volleyball	$100
Captain America	$350
Champ Wrestler	$100
Columns	$150
Dragon Breed	$100
Dynamite Dux	$100
Eco Fighters	$300
Estwat	$100
Final Fight	$200
Gang Busters	$100
Gemini Wing	$100
Golden Axe 2	$350
Grand Striker	$400
Growl	$100
High Impact	$250
IQ Block	$100
In The Hunt	$200
Karate Blazers	$200
Macross	$300
Major Title 2	$400
Marching Maze	$100
Moon Walker 3p	$100
Mortal Kombat	$500
Mutant Fighter	$250
NBA Jam	$600
Ninja Clowns	$300
Pig Out	$200
Primal Rage	$800
Rampart	$200
Relief Pitcher	$300
Robo Kid	$100
SF2 Super Turbo	$400
SF2 Hyper	$550
SF2 Super	$200
Shogun Warriors	$200
Silent Dragon	$200
Slam Masters	$200
Snow Bros	$100
Spiderman	$200
Sunset Riders	$500
Super Volleyball	$100
TMNT 4 player	$100
Touch Down Fever	$150
Twin Cobra	$150
UN Squadron	$200
Vandyke	$100
Varth	$300
Vendetta	$250
Wrestlefest	$200
Xerex	$200
X-Men - top board	$700

PH KEN OR MIKE 04 389 3919

FOR SALE

Daytona twin (US cabinet) ex cond.	$28,000
Sega Rally twin ex cond.	$32,000
Cruisin' USA twin upright ex cond.	$12,000
Addams Family Pinball mint cond.	$3,000

PH ROY 03 548 1727

CLASSIFIEDS

PCBS FOR SALE

Jackal	$50
Mortal Kombat 2	$500
Street Fighter 2	$200
Tekken 1	$800

PH MIKE 09 309 3127

PINBALLS & PCBS FOR SALE

Cyclone	$1,000
White Water	$2,050
Alpha Mission 2	$80
Karnovs Revenge	$200
Mortal Kombat 1	$350
Ninja Commando	$90
Savage Reign	$90
Street Fighter Alpha 1	$700
Street Fighter Turbo	$250
Super Street Fighter	$200
World Heroes 2	$90

PH LEON 09 297 7657

PCBS FOR SALE

Killer Instinct 1 c/w KI2 upgrade	$4,500

PH MIKE 09 534 2639

PCBS FOR SALE

19XX (B)	$850
Armoured Warriors (B)	$250
Dark Stalkers (B)	$150
Gunbird	$400
Jackie Chan PCB	$550
Karate Tournament	$250
Lethal Enforcer Kit	$1,350
Lord of the Gun	$500
Major Title	$450
Mortal Kombat	$600
Mortal Kombat 2	$900
Ultimate Mortal Kombat 3	$1,650
NBA Jam TE	$1,000
Street Fighter 2 CE	$250
Street Fighter 2 Hyper Fight	$250
Street Fighter 2 Turbo (B)	$300
Street Fighter Alpha (B)	$750
Tekken	$1,550
Tekken 2	$2,300
Toshinden 2	$1,000
Virtua Fighter 2 26" ded	$8,250
X-Men (B)	$900

DEDICATED FOR SALE

Cruisin' USA 26" twin sit down	$18,500
Cyber Sled 26" twin sit down	$7,000
Exhaust Note 26" twin sit down	$7,500
Grand Prix Star 26" twin sit down	$7,250
Lethal Enforcer cabinet 25"	$4,000
Revolution X 25" cabinet	$5,990
Stadium Cross 26" twin	$8,500
Virtua Racer 26" twin sit down	$11,500
Winning Run DX mover	$4,000

CABINETS FOR SALE

Red 26" Lowboy c/w NRI coin acc.	$1,650
Red 26" Upright c/w NRI coin acc.	$1,750
Red 26" Gun cabinet s/w S6 coin acc.	$2,750

PINBALLS FOR SALE

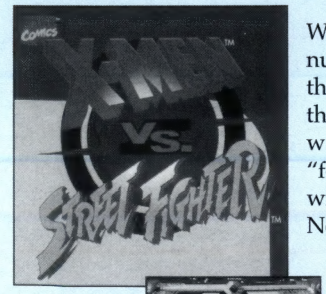
Creature/Lagoon	$2,100
Dr Who	$2,600
Fish Tales	$2,200
Indiana Jones	$3,750
Twilight Zone	$2,900

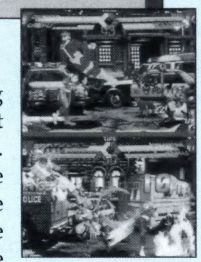
NEO GEO

3 Count Bout	$100
8 Man	$100
Alpha Mission 2	$150
Art of Fighting 2	$150
Double Dragon	$400
Fatal Fury	$100
Goal Goal Goal	$550
King of Fighters '94	$300
King of Fighters '95	$400
King of Monsters 2	$200
Mutation Nation	$100
Ninja Commando	$100
Robo Army	$100
Samurai Shodown	$100
Samurai Shodown 2	$150
Soccer Brawl	$100
Thrash Rally	$100
Top Hunter	$100

consistent earnings. A reduction in the number of new models and some better quality control means that operators can not afford to let this category of income slip away in 1997. Pinball always brings that extra dollar.

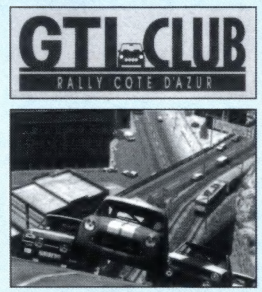
Cruisin' world looks set to continue the success of Cruisin' USA where "fun" and "depth" keep the cash box full.





CAPCOM

AFTER many years of operators suggesting that this company can not survive on Street Fighter alone the opposite appears to be true. With Street Fighter vs X-Men dominating the conversion market and with a new convertible hardware system now being released and the promise of the long awaited Street Fighter 3 we will continue to see great product from this company.



KONAMI

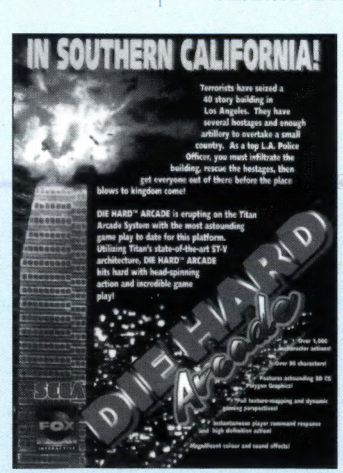
HAVE created a new hardware system that has a bigger engine than the Sega system. Some good games in 1996, some great games in the early '90s (TMNT and Simpsons producing returns not seen since) and with pre-release income on GTI Club being exceptional we can expect 1997 to be a great year from Konami.

SEGA

LOOK for a host of new CG3 games with updates on previously successful units. Virtua Cop 3, Virtua Striker 2 etc and hopefully the long awaited Daytona and Rally 2 units will arrive this year. With the successful introduction of Die Hard Arcade and Decathlete Sega have also put operators on notice that they can produce some good conversion product. A company with a great history and sure to produce quality games in 1997.

SNK

The leader in low cost upgrades will release a new system in 1997. While still supporting the huge number of 16 bit systems they have in the market; they have realised that this technology has had its day and with many other companies now "following the leader" a new system will be needed to keep them in front. Neo Geo though with games like Metal Slug will continue to be a staple for many street operators in NZ in 1997.



TAITO/GAELCO

1997 will be a good year for both companies. Survivors in some quiet times they have the depth and the ability to produce good product.

NSM/ROWE/ WURLITZER ETC

MUSIC was static in 1996 with many operators replacing vinyl with CD units as they could. I expect to see quiet growth in Music this year.

QUANTUM POOL/MUSIC MAKERS/POT BLACK/BARTON MCGILL LTD

WITH $2 a play, pool has had some good growth in 1996 and this will continue in 1997 although many operators will see sites buying tables as they continue to see this strong earnings provided by new tables.

SUMMARY FOR 1997

- Good growth for the new year for the operator that wants to invest in new equipment.
- A number of operators opting out of the business as investment levels increase.
- The exchange rate will move against imports and new technology will keep prices up but competition will give operators a real choice on product they purchase.
- The economy will expand with some new spending coming from our new government. This spending will flow directly through to our cash boxes.
- The trend to dedicated larger format games will continue to be aggressive competitors for the standard game dollar. •

GET PSYCHED UP FOR SERVICE

Top performers, whether they know it or not, practice psychology in their daily work with customers. The objective of this kind of behavior is twofold:

1. To prepare mentally for the customer contact
2. To encourage the customer to explore your proposition.

Psychology has been employed for many years in sports by coaches and trainers. They know that the performer's attitude is as important as his or her skill. For example, the locker room pep talk is an important part of the game. All Black coach John Hart and Peter Blake and classic motivators. Athletic coach Arthur Lydiard is another master at sparking up his squad. In fact, many sports teams have a psychologist on the coaching staff. But top performers don't wait for someone to psych them up. They do it for themselves.

"Please stop barking at the customers on the phone."

Likewise, star service people use psychology when working with prospects and customers. Many do it by sheer instinct. Psychologists have termed those techniques "values". In psychological language, the word "value" covers areas far beyond the normal interpretation of the word. While value can be dollar value, such as cost savings and monetary benefits, value also can be interpreted in other ways, such as:

- a pleasant relationship
- ease of understanding
- an appeal to pride
- a feeling of importance
- favourable reaction to professional conduct and appearance
- favourable reaction to the other person's mood and manner
- a feeling of security in dealing with an obvious service professional
- favourable reaction to the other person's obvious respect for the customer - and the customers time
- a feeling of trust in the service rep and their company
- enjoyment of the dialogue between the customer and the rep.

When the service rep and the customer are face-to-face, something more than communication is going on. Not only information but "value" is being passed back and forth. For instance, when the customer receives something of value from the rep - even a little something, such as a smile, a rewarding remark or a head nod - the customer is compelled to reciprocate by giving something of value, such as:

- more information concerning his or her problems
- a willingness to spend more time in the discussion
- an agreement to authorise and participate in a survey of his or her present methods
- an agreement to buy the product or service.

Likewise, body language, the use of visual aids, the use of testimonials and success stories, the smooth handling of sales tools - all the things the top performers do well instinctively - are of psychological value and the basic reasons for the continued success of those professionals.

Good service people have always managed to involve their customers in a dialogue - and without being coached to do so. They have always asked questions, indicated sincere interest in the customer as a person, solicited opinions, listened intently, signified agreement, paraphrased comments, and, without psychological training, did what came naturally to involve their customers.

Ultimately, it's up to you to integrate psychology into your service activities. It probably already comes naturally to you. So get psyched up for service! •

CLASSIFIEDS

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1x Karnovs Revenge	$400
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2x Soccer Brawl	$250
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Any 5 cartridges for	$700

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Air Hockey (Gamemasters Ultimate)	$4,800
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Cyber Cycles twin unit	$28,000
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Killer Instinct 26" complete	$5,000
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Out Runners twin driver	$16,500
Mortal Kombat 3 Ultimate 26"	$3,500
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T-Mec twin	$15,000
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2x NBA Jam Tournament	$1,100
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5x Street Fighter Super Turbo (B)	$400
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Dump the Ump - twin		second hand	$11,000
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Flintstones Kiddie Ride	$3,800	greyhound	$1,800
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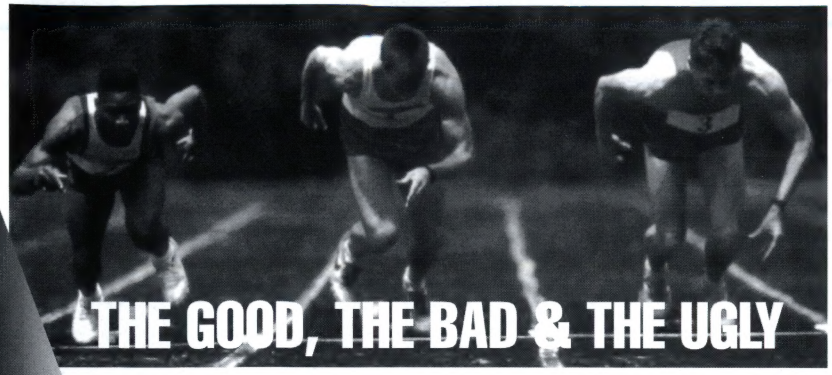


THE GOOD, THE BAD & THE UGLY

AS the calendar page turns over to 1997, the industry's more traditional segments are facing problems that go deeper than just a stubborn down-curve in the business cycle. Continued slow sales and ongoing consolidation are only two aspects. We face conditions radically new and different from any in the industry's previous history: from the Internet, to massive legalised gambling in many states, to 800 TV channels, record home video game sales … and on and on.

FECs and LBEs may be flourishing along with 5,000 game routes and huge dart leagues. But some of the smaller operations and distributors are hurting. Certain traditional locations are vanishing. Jukebox manufacturers, small street operators and even the licensed liquor location industry will tell you that working-class, mom and pop taverns and the customers who used to patronize them, are rapidly dwindling (that's the ugly)!

On the face of it, the new breed of upscale chain establishments would seem perfect for this industry. Trouble is, many don't like or want coin-op equipment (that's the bad)! Our machines have traditionally carried a working-class image, but these places want to create an upscale atmosphere to attract the new middle class. Still, this doesn't equal a death sentence. It's a solvable problem! Amusement machines run by swipe cards are popping up everywhere from Dave & Buster's, to classy street locations and upscale taverns. Even more than the computerised convenience and accountability, the shiny image which such devices provide helps to "rehabilitate" our products.

Another promising trend for street locations and traditionalist tradesters, is the growing push to get them on the technology bandwagon. You know about CD-ROM countertops, modem-linked technology, etc. Again, the technology itself is good, but even better is the image it can create. These advanced products can handle advertising, global networked tournaments, major company tie-ins with Budweiser, Coke, Nike, Paramount and others … the kind of glitz and big bucks which spell "competitive" in today's climate.

Will this type of program and technology cost too much for the average operator? Some might; some won't. Certain ops may have to leave advanced machines from the factory, agree to revenue sharing, try joint ventures with distributors, or dabble in other creative arrangements. Happily, some of the new and traditional manufacturers, dealers and ops alike are already thinking in these terms. Some are even experimenting with all these technologies, marketing ploys and business models.

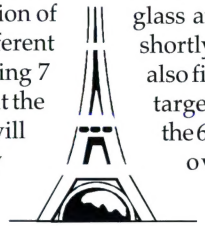
So, despite the painful market shifts we're experiencing, there's reason to hope. We can stay on the cutting edge in terms of technology. We can gear more of our products and operating styles to today's market dynamics. We will be able to defend our bottom line. We could even discover and create major opportunities to increase our bottom line (that's the good)! •

Coutesy RePlay Magazine

AUCKLAND SCENE

HARRAHS SKY TOWER

THE Harrahs Sky Tower is now 276.40 meteres (906 feet) above ground level as the erection of the mast begins. The mast comprises 3 different sized sections with each section comprising 7 pieces - 3 of the first 7 pieces are installed at the time of writing. When finished the mast will measure 90m giving the Harrahs Sky Tower a total finished height of 328 metres (1076 feet) above ground level.



The restaurant level is fully enclosed with glass and the interal fitout is due to begin shortly. The upper observation levels are also finished. The Tower opening is still on target for mid 1997 when it will become the 6th tallest tower in the world, towering over the likes of the Sydney Centrepoint Tower and the Eiffel Tower in Paris.

BRITOMART DELAYED

RECENT reports in the NZ Herald are suggesting further delays are possible in the start of the Britomart Development. The suggests that Stages may yet stay open for another couple of months given this reprieve. Stay tuned for details as they become available.

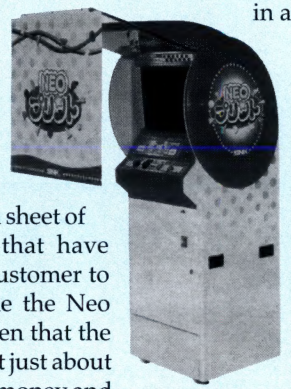
BIG DAY OUT

FRIDAY the 17th January saw the last of the popular Big Day Out music festivals which are held annually throughout several centres in Australia and in Auckland since 1992. The record breaking 30,000 crowd of concert goers included Kevin Grundy from Stages TimeOut, Richard Pearce and Bevan Fisher from TimeOut Leisure and Dan McCallion from Auckland Coin Machines. The pick of the 53 bands which appeared on 5 stages provided included; Prodigee, Soundgarden, Super Grass, Lemonheads, Shihad, The Headless Chickens, Head Like a Hole, Offspring and Bailter Space. With such a big turnout it is hoped that the organisers will make enough profit to seriously consider continuing the event even if it is held under a different banner.

GAME REVIEW

SNK NEO FLASH

PHOTO Vending machines are a good and consistent money earner in just about any format that produces a good print, preferably with a background of some sort that can be selected by the customer, but the way we see it, the new wave of Photo Venders coming out of Japan are set to rocket these machines way past the "good and consistent earning" category to "top earning" in a very short time.



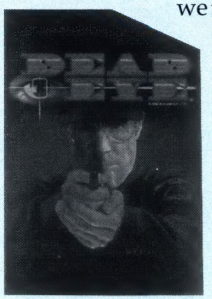
SNK were the first into the market with their Neo Flash, a clever machine that produces a sheet of sixteen small colour stickers that have amusing backgrounds for the customer to select. Right from the first time the Neo Flash was shown in could be seen that the machine had the power to collect just about every kid on the planet's pocket money and a goodly piece of Mum and Dads cash as well.

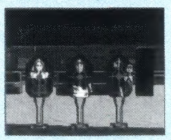
School kids cannot resist the opportunity to get these stickers and plaster them all over their books, cases and / or just about anything else in sight and at a good profitable vend, the appeal of these machines, spells great earnings in any imaginable market.

Young couples line up to pop their money in for the two heads in a heart format and can't seem to get enough of the cut little stickers that they find a multitude of uses for,., then there's parens that want stickers of their kids and babies, mother with babies, and a whole lot more that have fallen under the spell of these machines and willingly pay the dollars necessary to wind the machine up.

DEAD EYE

THOUGH quite different in all ways except they both use guns, Dead Eye was constantly bing compared with Namco's very successful Point Blank at IAAPA, where it was first shown, and being compared favourably. We haven't quite worked that out yet, but players obviously enjoyed the game as the machines were seldom vacant over the 4 days of the show, even though it was displayed in unfinished prototype form.





A two player game, Dead Eye has two skill levels and progresses through three missions, and while speed is a factor, accuracy is all important making it essential that when chasing a high score, players select the weapon (there are eight available) best suited to their talents.

Graphics are excellent and the guns are also very good. The game will be sold initially in dedicated form at waht we think is a very reasonable price, and knowing the company, we think it's quite likely that they will also sell it in kit form as updates for Lethal Enforcer cabinets quite early.

It was interesting that Konami held competitions on this one and Beat the Champ at IAAP and we wouldn't be a tiny bit surprised if the introduction of these games is the lead up to a new Konami networking system that will enable the games to be used in networked tournaments, held across a country, or the world.

We think Dead Eye will prove to be a very good investment for street and arcade operators and while the networking scenario is just a guess, it almost has to be a possibility in the current environment, giving even more value to the gun game (and Beat the Champ) if it is part of Konami's plans for the future.

NEW LOGIC BOARDS
CURRENTLY IN STOCK

Virtua Striker
NBA Hangtime
Time Crisis Kits
Toshinden
Tekken II
Raiden Fighters
Samurai Shodown 4
Decathlete
War Gods
Point Blank
Stadium Hero 96
Fighting Vipers
Run & Gun 2
Super Tag Battle
Magical Drop II
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UP TO 4 PLAYERS CAN PLAY A GAME SIMULTANEOUSLY

Each player can choose either of Green Army or White Army, so they can compete or cooperate each other to win a game. Each army is organized with 12 to 30 tanks, and they fight against the other until all tanks of either army are destroyed, or the time runs out.

WE'VE seen a number of tank driving games and with the exception of the very first two colour "Tank Pong" and Atari's old favourite "Battle Zone", none of them have done remarkably well. One of the problems with this sort of machine is the fine line between making a game and a simulation. The basic idea of a game is to simply have fun, their prime objective is to entertain. The average punter, being what they are, doesn't want to have to do any unnecessary thinking while they're being entertained, just look at the popularity of TV shows like The Nanny or Friends. The sixty four dollar question being, at which point do you sacrifice the realism of a simulation to make a GAME fun?

This is where **Tokyo Wars** excels, the game play is nigh on perfect. You sit in it grab the wheel and off you go! "Boo!" cried all the engineering staff in our department. "We want levers, dials and gauges". "We want gear driven turret traversing and a look through sight". "We want acrid smoke and flames when we get hit". "I want you lot to stop raving like a bunch of loonies and get on with your work" said our boss.

The point is that **Tokyo Wars** plays very well just like it is, nothing could be simpler. You turn the wheel and the turret rotates followed slowly by the rest of the tank if you happen to be moving. You press one pedal and you go forward and the other one to go back. An when you want to put another tank out of its misery you press one of the buttons on the steering wheel, there are two, in case you can't decide which finger to use. Even if you are a simulation head, you can't help being caught up in this game. Finish one game and then you'll say to yourself "I can do better

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TEST RECORDS SHOW TOKYO WAR'S TO BE A WINNER - MERCHA

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ALPINE RACER 2™

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SPEEDY

SHIPMENT DUE TO ARRIVE 4TH FEBRUARY 1997

1. Playing field made out of high pressure black laminate.
2. Wood top frame covered with scratch and fire resistant performed laminate.
3. Equipped with 2 electrical coin mechanisms available for tokens or any kind of coin
4. Digital display fixed to the top frame for goals, credits and time to play. The game can be equipped, on request, with a metal roll bar with double display on the top of it.
5. The game can be equipped, on request, with an electronic coin mechanism able to accept up to 6 different kinds of coins.
7. Easily detachable metal legs proved with levellers.
8. Each game is packed in a solid wood crate. The 4 legs are packed separately in a carton box.
9. Each table is equipped with: 4 pucks and 2 hammers.

The assembly is very quick: screw in the legs, turn the speedy still packed on one side. After this operation, you turn the speedy to its normal position and take off the packing.

ve distribution licence held by Coin Cascade Ltd.

TOKYO WAR out.

REALISTIC TWO BATTLEFIELDS!

Bay Area : a container yard on the Tokyo Bay, small and simple, suitable for learning how to drive the tank.

DownTown : the complex of Tokyo metropolis, the webs of wide and narrow streets and elevated railways, complex of skyscrapers and buildings, roadside trees and signboards.

than that" and away you go again. But you're not just playing the computer, no no no, you can play with or against other people (up to four in the one game I'm told). As you would expect this adds a whole new dimension to the game. You get to choose between two different teams. The green team which drive M1 Abrams looking tanks or the white team which drive what I assume is a very rounded eastern equivalent. The tanks look nice enough if a little stuck together, but their motion is quite natural (for a tank). You can also choose from a number of playing areas, sorry, Battle Fields. These are well designed with plenty of obstacles and look pretty sexy too. Then it's on for young and old, the tanks all converge and heaven help you if you let someone get behind you. Once a tank has expired you can run over the wreck and collect some repairs to your probably heavily damaged shield. Doing this is your only chance of surviving the game, hiding in a corner is no fun at all and "They'll find yoouu…

The Game plays fast and furious but you somehow always seem to keep up and this only makes the experience more satisfying.

Tokyo Wars also has some great atmos effects a compressor in the cabinet ensures that you get recoil shock each time you fire. The sound FX boom and crash beautifully and the game music, which is selectable, sticks well to the theme. This game should be the first tank game in a long time to really get wide spread acceptance. Nearly everyone should have a great time with this because the game designers have stuck to the simple things in blowing up each other's tanks.

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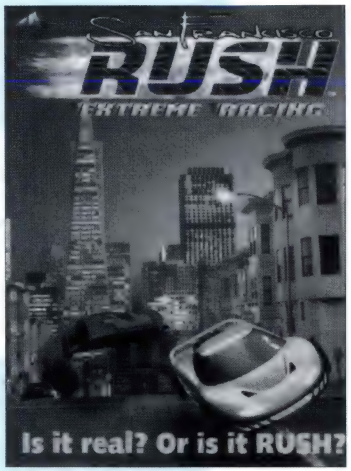
NSIDE THIS GAME ON THE FLOOR PLACING IN A PRIME POSITION

INTERNATIONAL NEWS

MEXICO

AS 1996 drew to a close, the talk in North America was all about the possibility of Mexico opening its market to casino operations, with a confident forecast that the government there would announce its intention to legislate favourably by the end of the year. But while the speculation centered around the prospect of around 30 international standard casinos opening, few were appreciating the true measure of the rest of the strong rumours - that street operating would also be permitted. If this happens, then a massive new market would be open and the likelihood would be that it would be for AWP-style games. This means machines restricted to bars, with very limited access by minors and a limited payout to clearly separate the street market from casinos. No official word has yet been forthcoming but after years of speculation, the current talk is the strongest yet.



GERMANY

TRADESTERS in Berlin have come up with a new, frighteningly effect trick to fool coin-op machines. This involves taking two 50-Deutshmark notes and making them into four DM50 notes by cutting them up into eight pieces and sticking them together with paper. The sensors on gaming machines and change machines did not recognise the forged notes and the fraudsters go away with large amounts of cash. An immediate consequence upon the discovery of this was that the change machines for notes in the arcades were shut off. Bally Wulff's press manager. Bernhard Eber, is convinced that a stop will soon be put to manipulation, in the form at least. "We will find a solution to this problem very soon," he told InterGame.

UNITED KINGDOM

AS reported in a recent issue of InterGame, a major UK operator - Crown Leisure - is going public. The company has applied for admission to the official list of the London Stock Exchange and dealings were expected to start in mid-December. The company operates AWP machines, pool tables, juke boxes and video games with a total of around 10,500 machines in operation. It has eight regional depots and also has a distribution division which has some of the country's top lines, including Barcrest, BFM and JPM.

In other UK news, the focus of speculation that Gauselmann, Germany was looking to buy a British AWP manufacturer moved from BFM to Ace during the AL Preview although no confirmation was forthcoming from any party. John Austin, at his first AL Preview as Managing Director of Ace, talked only of his company's current objectives which were to "get back to 23% market share". The latest Ace AWP Cash Bowl is just out on secondary testing and, according to Mr Austin, performing well. The machine is to run pre ATEI with more new products to come for the January show. Mr Austin had hoped to bring an SWP to the Preview but, with his customary honesty, admitted that the company was happy with the game but not with the graphics. "We have to be absolutely sure everything is right before we launch," he commented. He said that, despite being in the same group as JPM, owned by Sega, Ace had to develop its own identity with its own creative sources. "We now have the proper network in place plus the financial resources to implement our strategies" he said. If Mr Austin believed that Ace was likely to have a new owner it was not distracting him from his course.

NORWAY

THE Norwegian trade association NOAF, is fighting to upgrade it's "bad guy" image and is pitching for a brighter future for the industry. The temporary regulations under which the industry currently operates were introduced in February 1995, though a change came about in

WORLD JOURNAL

FEBRUARY 19-20
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FEBRUARY 26-27
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Contact IATA
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FEBRUARY 26-27
First India Amusement Expo
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MARCH 2-5
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Contact Susan Feery
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Fax +353 45 521198

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MARCH 6-9
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Fax +44 1323 840014

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Amusement Showcase International
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Contact WT Glasgow Inc
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Fax +708 333 4086

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MARCH 20-22
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Indonesia
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Fax +61 21 628 7781

MARCH 23-25
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APRIL 8-10
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APRIL 23-24
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Winter Gardens, Blackpool, UK
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WHATS HOT

SNK - NEO GEO & MUCH, MUCH MORE...

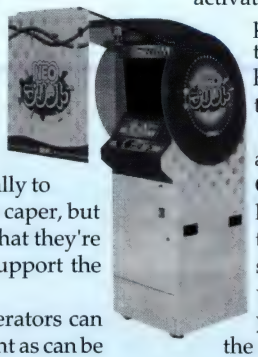
NOTICING that the Neo Geo game, Samurai Shodown 4 had gone straight to the top of the Japanese charts on it's release and then being informed that it's earning only a few pennies less than the far more expensive dedicated fighting, driving games and sports games, it seemed logical to have a closer look at SNK, the company behind Neo Geo, and also some other excellent products.

No company in the history of system games which have been around for only a couple of years less than video games, has supported a system anywhere near as well as SNK have supported the Neo Geo, which believe it or not is on our reckoning over eight years old.

The part that befuddles us when we keep getting told we have to have bigger games of higher technology is if technology is so important, how come SNK can trot out a game on a system built with eight year old technology that can take almost as much money as the #1 super duper hi tech 3DCG dedicated game, and considerably more than many others of the same type?

Could it be that SNK are one of the very few companies that realise players don't necessarily give a stuff for technology, they only want good games? Neo Geo games like Metal Slug, King of Fighters and Samurai Shodown 4 (and we've heard a whisper that the new Real Bout game that's coming out soon, is also a big one) would tend to make a good argument for the case, and the success of the current Capcom and Seibu games on so called "old" technology would back that up.

SNK reportedly have a new hi tech Neo Geo type system "in the bag", but unlike others they haven't rushed to throw it into the market, mainly because there's no real need for it whilever the current system keeps doing so well for operators. They will have to bring it out eventually to pick up on the driving and gun game caper, but you can bet your bottom dollar on what they're shown to date, they'll continue to support the current system 100%.



SNK are a company that operators can rely on and that's as high a compliment as can be paid in this industry.

Another of their products that comes to mind immediately is the mind blowing Neo Flash (or Neo Print). This is an extraordinary piece that looks set to make operators a while heap of money.

Photo Booths have been around for a long time, but this one from SNK is something out of the box, simply because the designers came up with a new concept that delivers to the subject of the photo, sixteen beautiful little colour stickers that are so "cool" they could start a world wide craze. Kids can't resist them, and older people find it hard to keep their heads off the stickers too.

The Neo Flash is a fantastic idea and we expect to see them located all round the world as quick as SNK can produce them.

SNK are also right up the top with the world's best crane makers, their cranes which suffer in most markets against far inferior locally made products, in relation to price because they are all built in Japan, still have a very big crane business. Though they do it tough in new markets early, the inbuilt quality of their products and the ability of them to earn more, end up being appreciated and when cranes were "hot" in Brazil for example, the company couldn't build them quick enough, and operators in Brazil are not ones to throw money away.

Like in all their products SNK cranes are different, they automatically roll over, and freshen up the merchandise, little things like that, but important little things when it comes to earning maximum dollars.

At IAAPA recently we played their big park or FEC attraction which as yet does not have an English name. You look at this guy and immediately believe you can easily thread the activated wand through the upright maze and put your hand out for the prize, but it ain't that easy, in fact it's as frustrating as all hell, but you keep trying and in our book, that spells good money in the can.

So though SNK will probably always be through of a the "Neo Geo Company", particularly whilever they keep putting games on top of the charts, they do much more than that, they have some great products in the market and the way we've watched them work over the years, you can bet they'll have a lot more in the future.

INTERNATIONAL NEWS

March 1996 when control was placed in the hands of a nine-strong group in the justice department - a marked improved upon the solitary police department representative who previously held sway. This new group has a "better understanding of the business element" of the industry, according to Atle Bie-Johansen, NOAF Chairman. Around one third of the cash box split currently goes to charity, and it is the charities which are awarded licenses - and consequently a strong element of power - upon the successful application from operators.

Mr Bie-Johansen believes the charities would be better served if the operators were allowed to make money using their expertise and the charities simply distributed their share upon receipt. The new body has been more receptive to this idea than were previous officials, though NOAF accepts that its members must first earn trust before the restriction is loosened, since in the opinion of the association it has too often been portrayed as the "bad guy" against the "good guy" image of the charities. To this end, it is working towards changing the procedure for license application; currently all 54 local police station-based licensing offices have different requirements. If an industry standard can be adopted, said Mr Bie-Johansen, and the NOAF members are seen to abide by it, mutual trust can develop and the Norwegian industry can continue to modestly grow.

TAIWAN

AS steps continue to be made towards bringing the amusement industry in Taiwan back on line, InterGame sources in that country tell us that at last the government is coming to realise that it cannot simply be banned, but instead must be overhauled and guided down a more constructive path. Regulatory control of the industry has switched from the Education Ministry to the Ministry of Economic Affairs - a decision with which Education Minister Kuo Wei-fan is said to be satisfied since it takes the problem out of his hands. The Education Ministry failed to introduce any formal laws governing the industry in the six years in which it fell under its control, and it is now hoped that, in new hands, a detailed report regarding new regulations will be released within a new months.

BELGIUM

THE arcades industry in Belgium my be the accident beneficiary of a scandal which rocked the casino industry there. A national newspaper in September published the sensational news that a Belgian casino had been unwittingly used to launder drugs money. The ensuing hue and cry is not likely to assist the casino business in Belgium in securing for the first time official recognition. The country has 10 casinos, none of which are officially legal although they are tolerated. It they obtain recognition at last, then casinos would be able for the first time to use slot machines. The Belgian Government is thought to have before it currently three potential new laws to cover the coin machine and gaming industry, one for casinos, on for arcades and one for street operating. If the scandal in the national press forces the government to backtrack on its plans to legalise casinos, then informed circles within the coin machine industry in Belgium feel that the government may choose instead to make its arcades rather more liberal than was originally intended. It is not expected that such as eventuality would have a profound effect on street operating which in Belgium in dominated by the bingo game. But arcades are currently already permitted to use games peculiar to their own market, including the bingo games, live dice games, multiplayer games and special horse racing games. Greater latitude would be welcomed by Belgium's arcades industry.

INTERNATIONAL NEWS

IAAPA '96 BRINGS 22,600 TO NEW ORLEANS

NEW Orleans - The 78th Annual International Association of Amusement Parks and Attractions Annual Convention and Trade Show proved to be one of the biggest and best as it hosted 22,600 attendees at the New Orleans Convention Centre November 18-23. This was a 10% increase in attendance from 1995. 985 firms, in close to 400,000 square feet of space, exhibited their goods and services to the attendees.

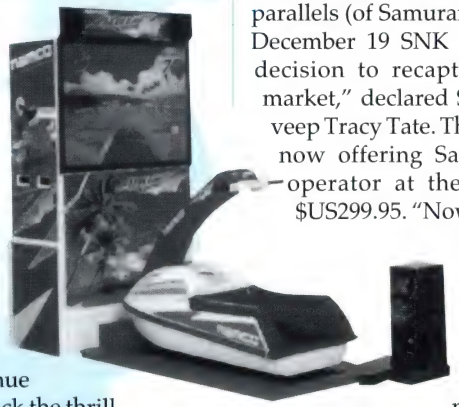
IAAPA is the largest international trade association for permanently-situated amusement facilities worldwide. IAAPA represents over 4,300 members in 80 countries.

KONAMI RESTRUCTURES

KONAMI (America) Inc., the American based subsidiary of publicly traded, Tokyo based Konami Co., Ltd., was dissolved on September 23 to recapitalise and allow Konami of America to start with a clean balance sheet. Its business and assets have been transferred to Konami of America In., a wholly owned, American based subsidiary that was incorporated on September 3. There have been no changes in personnel, research and development, or inventory.

Konami (America) Inc., was established in 1982 in Los Angeles and later moved to its current headquarters near Chicago in 1984. It has continued to operate as a singular Konami sales, marketing and distribution arm in the United States, Canada, and South and Central America.

Said Ken Dirnberger, president of the new entity: "This reorganisation signifies a new era for Konami. I'm please that the opening month for Konami of America was such a success. Our strength lies in our ability to create and market innovative products such as our recently introduced Wave Shark, Winding Heat and Beat the Champ games, and we will continue to do so. We're bringing back the thrill of the game to the American market. This is only the start of many new things planned for Konami of America.



DOWNSIZED

FOLLOWING the apparent failure of the highly publicised proposed deal to merge the pinball interests of Sega and Capcom, the latter company's US subsidiary, Capcom Coin-Op Inc., has announced plans to restructure its coin-operated division in Arlington Heights, Chicago, with immediate effect.

The company will return its video operation to Sunnyvale, California, over the next few months. This will permit the coin-op video division to "better integrate with the strengthened video development group in California."

The pinball and electro-mechanical group will be substantially downsized as a result of current market conditions. But the company has not given up on the merger possibilities and its statement adds: "Capcom will continuously pursue merger discussions with Sega Pinball Inc."

The restructuring will result in the loss of around 90 jobs immediately.

SNK DECLARES "PRICE WAR" ON PARALLELS

PARALLEL import games are lawfully made products, intended for another market but brought into the USA through irregular channels without the copyright holder's permission. They are illegal to operate. "Distributors across the country made it very clear that a problem with parallels (of Samurai Shodown 4) exists, and on December 19 SNK Corp. of America made a decision to recapture the North American market," declared SNK's sales and marketing veep Tracy Tate. The factory and its dealers are now offering Samurai Shodown 4 to the operator at the extremely low price of $US299.95. "Now the operator can purchase from authorised distribution, get factory original product and factory support - and a $25 coupon which can be applied to your next SNK game purchase" Tracy concluded.

WHATS HOT

ALPINE RACER 2

WANT to talk about realism? How about a skiing game that gives you everything except a broken leg and a mug of hot chocolate? One of the most exciting things to happen in video simulators in the last five years has been - and still is - Namco's Alpine Racer. Now operators can double the fun, and goose up the earnings, with the sequel Alpine Racer 2. It features linkage capability so that two players can enjoy fierce head-to-head competition as they schuss down the slopes.

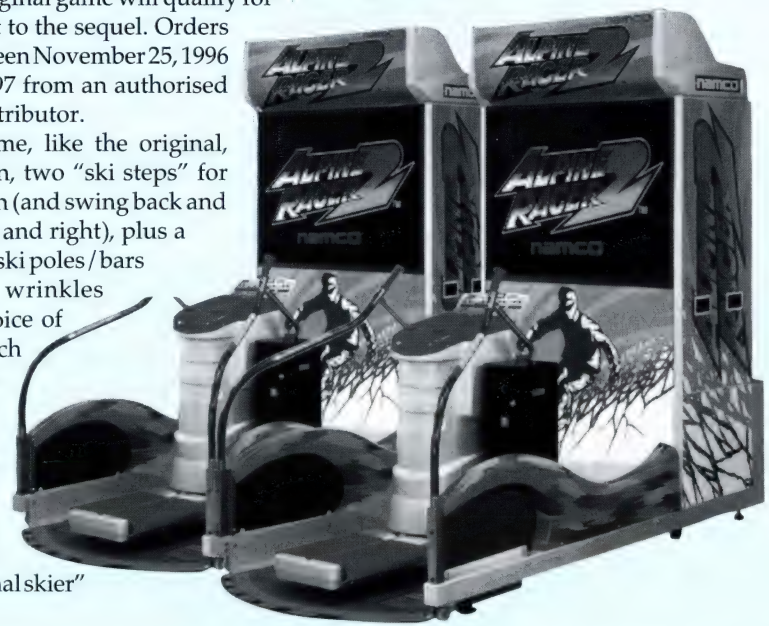
Dedicated units are available as of this month. So are update conversion kits for the original game. And, in a special offer, new purchasers of the original game will qualify for a free conversion kit to the sequel. Orders must be placed between November 25, 1996 and February 28 1997 from an authorised Namco America distributor.

The new game, like the original, features a 50" screen, two "ski steps" for the player to stand on (and swing back and forth by leaning left and right), plus a couple of stationary ski poles / bars for balance. New wrinkles include player's choice of three characters, each with his or her own skiing style, plus two additional courses.

One of the new characters is a women with a rhythmic and graceful "conventional skier" style; this character is suitable for a novice player because she's the slowest but also the most stable. The male "mogul" character is a hot dog, full of fancy moves and a bit faster though harder to keep on course. The third character - another guy - is a downhill speed racer. He's the fastest mover with a clean, simple no-frills style.

The two new courses provide difference sorts of challenges (both courses allow linked gameplay). The "high speed" course offers a simple downhill ski slope in a natural setting, great for new comers. Old pros and daredevils will enjoy the "technical" course, featuring various types of challenging terrain, frequent hazards and changes of pace. Downhill speed racing or gate racing can both be performed on either course.

For more information contact your local agent, upgrade kits for this exciting game are now is stock. •



SNK'S NEXT RELEASE - **REAL BOUT FATAL FURY SPECIAL** - IS DUE FOR GENERAL RELEASE END OF JANUARY
WILLIAMS PINBALL NEW RELEASE - **JUNKYARD** - EXPECTED RELEASE END OF JANUARY

the dark labyrinth. A big thank you from all the staff of Spacetec Coin to Mike and Irene who yet again managed to put on a great end of year do (what challenge do you have lined up for next year boss).

New Year started with a big clean up after an extensive New Years Eve bash, the city centre turned into one big party, from Queens Wharf to Courtenay Place, and with our main centres open 24 hours, party goers seemed to enjoy the simulators more than usual.

Over all 1996 was a very topsi turvy year with a lot of new things happening in Wellington and also the new schooling holiday system to make the year a lot more hectic, with kids having more opportunity to frequent our arcades throughout the year.

A big congratulations to the main men of Spacetec Coin, finally reaching their prime at the ripe young age of 21, Ken Thompson of sales and research, and Cainen Humphrey our long time technician.

Lets hope 97 will be good to us all, and the upward trend in our industry will see us all at Spacetec Coin Wellington.

NELSON

A new arcade has opened here as a joint venture between local company Throb Amusements and the State Theatre and Mark Christenson. CyberState opened over the busy Christmas period and has been well received. The other local arcade Wizards also seems to have had a good Christmas period with most of Christchurch spending their summer holidays in this area.

CHRISTCHURCH

A strange Christmas period with retail only picking up the week before Christmas. Many stores now open very long hours just before Christmas and the public seems to leave everything to the last minute and shop, shop, shop at the last minute. This does not translate into great money for our business.

CONGRATULATIONS to Coin Cascade's Troy and Tracy on the birth of their first son Dallas on Christmas Day and to our head technician Colin and his wife Margaret on the birth of their first son Francis in January.

THE summer has also been very unusual with some hot days strategically placed between a lot of rain and wind. So much for global warming in NZ. Lets be thankful we are not all farmers waiting to see how big the bail stones will be this year.

TIMARU

WITH a new Hoyts Multi-plex theatre opening along with a new Galaxy Arcade this town now has two excellent new facilities.

QUEENSTOWN

NOT as busy this year as expected with only a very busy time over the new year week. Local tourists seem to be all heading north as they find Queenstown just too expensive.

A new 24 hour arcade has been set up by Auckland operator Matt Gilligan and seems to have traded well over the holidays.

DUNEDIN

THE closure of the Plutos Arcade in January with most of the equipment heading down to Oamaru is a loss for Dunedin but a gain for Oamaru.

It was surprising that the Oamaru Council has blocked two applications for new Video Rental stores in this small town given the local unemployment rate and the fact that almost one house three seems to be on the market.

BLOW THEM AWAY WITH A REAL BLOW-OUT

IN his now classic book on advertising, From Those Wonderful Folks Who Brought You Pearl Harbor, Jerry Della Femina tells the story of the early days of his Madison Avenue Advertising Agency. In short, it was about to go under. Broke, Bankrupt.

Rather than just fade away gracefully, Jerry and his partners decided to give it one last shot and either turn the agency around or really go out in style. Taking their last $10,000, they sunk it into the biggest agency party New York had seen in years. They invited every client and potential client they could think of.

It worked! The struggling agency began to turn around. It not only worked for Jerry Della Femina, but we've seen it work for dozens of types of local businesses over the years.

For example, when a nightclub opened its doors, we fought to keep them open for months. We did various types of advertising and some promotions, but it was a new club on a side of town that didn't usually have such clubs. It was tough. Then a local radio station decided to throw a party for their listeners. They wanted to give away free beer and wine all night long. We volunteered our club and alcohol to do the promotion. By 9.00pm the club was full. This was never before seen by us. By 10.00pm there was a waiting line half way around the building. It was the one single event that turned the place around from a loser to the number one club in the city.

A huge pizza restaurant that had a bad location ran a pizza special - "all the pizza you can eat for only 99c". Despite the below-zero temperature and the blizzard the day before, they created such a traffic jam that the state police had to come out to direct traffic.

The "Blow-Out" promotion is a major event, unlike setting up a cross promotion or a community event. It's a very powerful promotion that has to be planned just right; otherwise, it could backfire on you. However, it can be the single promotion that can really get the ball rolling for you. For a new store or one that has had problems in the past, this is your one chance to get new customers to try you out.. But if you screw it up, you'll lose them forever!

When teaching this particular technique, it is interesting to see the reactions of the various business people. Some immediately get excited, while others are violently opposed. They can't understand why they would ever give their product away.

Think of it this way: By using mass advertising media, how much would it cost you, out of pocket, to create enough impact to bring in hundreds of new customers? Depending on your market, you could be spending thousands upon thousands of dollars, and even then there are no guarantees that the people will show.

But, if for just one or two days, you took your best product or service and sold it at a ridiculously low price, they would come out of the woodwork for it. Even though you lost money on the sale of that item, figure in the value of getting a new customer in the door the first time.

There a 10 guidelines for not blowing the blow-out:

1. **"Legit" low price**
   You need a price that is low enough to draw a good crowd, but you also have to deliver a good product and a fun time for the promotion to be super effective. The price must be ridiculously low. The purpose is not to generate profit for this product right now, but to generate trial and exposure to get those people in the front door for the first time so that they see what you have to offer.

2. **A narrow time frame**
   Part of the magic seems to be because these promotions are held in a very short time period, such as one or two

days.

3. **Full preparation**
People are usually forgiving as far as waiting in line if the deal is a good one. But make sure that you have plenty of inventory. Nothing is worse than promoting something that is too good to be true and then run out of product. This will cause far more harm than good. Also, make sure that you give the customers exactly what you advertised. Put your best foot forward. Don't give them the watered-down version, but the top of the line. This is your opportunity to show them exactly what you have.
Also make sure that you have plenty of staff. Bring people in from other locations if need be, but have them there. You'll need one person just to answer the phones and another possibly to direct traffic.

4. **Limited advertising expenditures**
You don't have to spend a lot of money on advertising just enough to get the word out. You also want to start advertising only three or four days before your promotion. Advertising further in advance will kill your regular sales.

5. **Bounce them back**
Give your new customers a reason to visit you again, but under more normal circumstances. Use a bounce-back certificate that thanks them for coming to your party or celebration and that has an offer for when they return. Since this is part of a special event, you don't have to worry about hurting your reular price credibility.

6. **A party atmosphere**
Plan some party events during your promotion. Decorate the place with balloons, streamers, and so on. Your staff can wear special hats or t-shirts. You could hire a clown, magician, mime, polka band, or anything that makes this event feel special. You might get a radio station's remote broadcast package for this. Though you really won't need all of the exposure, it would get the word out for you quickly, and the live call-ins and having a local radio celebrity on hand adds to the party atmosphere.

7. **A free drawing**
It not only adds to the festivities, but you'll have a very important mailing/ telephone list for follow up marketing efforts. The give away isn't really important, but it should be strong enough to get everyone to enter. You want their name, phone, address, work phone, work address, and you can even ask two or three research questions.

8. **An inventory of regular-priced goods**
Even though it's a party, there's nothing wrong with making a few bucks. So have plenty of other merchandise available for sale. Your blow-out item is the only thing priced that low. Get full mark-up on all of the other items. This helps you to recover some of the loss margins.

9. **A good reason for your promotion**
It is your birthday or your anniversary, or your softball team won the regionals. You need a reason for the party.

10. **One store at a time**
If you have more than one store in the marketplace, only do the promotion with one of them. You want the waiting lines and the craziness. Some people will drive by, all set for what you have, and then see the line and travel across town to another of your locations and pay full price.

The blow-out is something you can do once or twice a year. Test a few different price points, but when you do it, make sure the price is low enough to create the impact you want.

approaches from people wanting the manure - it's very good for the garden," said Constable Clayton, whose mount, Copper Fred, is a former trotter with two race wins to his credit.

Constable Briggs' mount Monty, is also no stranger to raceday crowds and vehicles.

Constable Clayton's horse wasted no time in putting a large deposit on the beach, sparking a mixed response from onlookers at the launch of the new patrol yesterday.

"I hope they are going to clean it up," said one young mother of two, keeping her children well clear of the affected area.

One officer suggested that the station could sell the manure to raise money for worthy community projects.

The commander of the Auckland City police district, Superintendent Norman Stanhope, chided reporters for taking a negative view of the high-profile patrol's unavoidable byproducts. He said that dogs created a far worse problem for beach users.

The mounted patrols, sponsored by John Andrew Form will cover St Heliers, Mission Bay, Kohimarama and Okahu Bay over the summer.

Senior Sergent Bruce Bird, of Glen Innes, said the patrols would help to deter crime on the crowded beaches, particularly thefts from vehicles.

"We think people will be interested in the horses and they will encourage community contact."

TAURANGA

WITH two new centres having opened this year on top of the successful Wizards Arcade that has been trading for some time it came as some surprise to hear of another group also set on opening in this area. Hopefully common sense will prevail and these investors will look elsewhere.

HAMILTON

MAGENTA Coin has started 1997 with a new mix of partners and a new name. Time Out Central Ltd is the new name with the old partners having increased their share in the company and with John Stewart now not involved in this venture.

The partners are now, Robert Briggs, John Wheaton and Mike Green. John Stewart has decided to spend more time importing and manufacturing pool tabels under his popular Quantum Pool brand.

WELLINGTON

WELLINGTON has seen as eventful Christmas and New Year season this time round, with a lot of happening things going down in the capital. The last few days before Christmas were extremely busy, with the centre of tow packed with busy shoppers all day and all night, all of the Wellington arcades seemed to be very busy with the offload of children from the busy parents. Wellingtons only laser tag game centre Laserforce, was very busy with a lot of bookings for that time of year. During this time, Spacetec Coin staff managed to all fit in the end of year Christmas party, aboard on of Wellingtons cruise around the harbout boats (the Blue Finn). All aboard enjoyed a lot of good music, food, DRINK and h e a l t h y conversation. As the night went on everyone got a lot merrier, and we don't know how some of them managed to stay on the boat in the state they were in. Next it was part two of the evening, and it was off to laser force where some of the walls took a hammering from some of the more adventerous party goers stumbling around

NEW ZEALAND NEWS

AUCKLAND

IN Febraury we see the release of the following new products: Street Fighter Ex - Capcoms new system game, Neo Geo Real Bout Fatal Fury Special, Tokyo Wars Standard Twin unit, San Francisco Rush twin linked driver from Atari, Super GT 24 Hour twin linked driver from Jaleco, Cruisin' World twin linked driver from Williams.

A complete list of all stock can be obtained from our toll free number on **0800 TIME OUT (0800 84 63 68)**. Videos of some of the latest releases can also be obtained by ringing this number.

CONGRATULATIONS to Rodney Roberts and Dean Jackson for opening their new centre which is 4,000 sq.ft. This centre is in a new building situated in New Lynn and is due to open mid December. Deans son Paul will be doing all the servicing.

Rodney is a new comer to the industry - welcome Rodney. The centre is very bright with theming and outside neon. Best of luck.

A new Time Out in the latest Burger King store at the old Pauls location in the busiest part of Queen St opened early 1997 and is trading well.

GLAD to hear that the den Boogert family enjoyed their holiday in the USA. Nice to see Maarten back for at least a day before taking a second holiday on the boat and a third holiday water skiing in Rotorua.

THE TROTS

WHAT a job Robert Briggs' - central agent sister has got. Good for the garden if she collects it for you Robert.

BEACH PATROL CLEANS UP

JUST when you thought it was safe to go back into the water, a new beach menace has hit the sand in Auckland.

However, Constables Mark Clayton and Janet Briggs, of the St Heliers Bay-based mounted beach patrol, said they would carry plastic bags to pick up what comes naturally for the horses.

"We've already had a couple of

"ASK ABOUT OUR FINANCE OPTIONS"
CALL **TOLL FREE 0800 TIMEOUT (846 3688)**
Auckland/Northland: Bevin Fisher Ph 09 525-0200 Mobile 021 622-319 Fax 09 525-0250
Central: Robert Briggs Ph 07 346-3783 Mobile 025 946-724 Fax 07 346-3784
Lower N/I: Mike De Ruyter Ph 04 389-3919 Mobile 021 444-999 Fax 04 389-3657
South Island: Garth Ennor Ph 03 338-1411 Mobile 025 221-8694Fax 03 338-1410

SIMULATION...

WITH the industry hurtling towards the 21st century, technology is playing an increasingly important part in the amusement industry - and nowhere is it more brazenly displayed than simulation and VR.

ONWARDS AND UPWARDS FOR RESHUFFLED THOMSON

MUCH has happened at Thomson Entertainment in recent months, and amid the changes which have taken place at both a management and corporate level, it has been easy to overlook the way in which the company has moved on. New faces, a new logo and a new identity have combined to keep Thomson Entertainment on track, and more change is coming with the imminent privitisation of the French parent company.

The two contenders for the merger are Matra and Alcatel. Such a change promises a difficult period for any company, but general manager of Thomson Entertainment Eric Dumont is largely unworried by the situation and indeed about which of the firms Thomson ends up in bed with. The impact of either the telecommunications giant Alcatel or defense specialist Matra will, he believes, be favourable.

"Both are already involved in multimedia", he said at the recent IAAPA exhibition, "and both see it as an essential part of their business." Simulation, therefore, is not threatened by either outcome.

Of his goals for the company, Mr Dumont is direct and to the point. "To become and remain the number one capsule maker in the world." To achieve this, he says, the company must expand upon the basis of what it already does. Interactivity is rearing its head in the simulation market, and the S2 machine is one which Thomson is looking at to enter this field. Another aim is to develop a machine which will sit between the compact S2 two-seater and the established Venturer 14, which, says Mr Dumont: "Is an institution in the simulator business." The V14 will be refreshed in the near future with surround sound, 3D video and a simplified control system, and it is likely that a mid-level machine will be based upon this same technology.

1997 will see an assault upon the American market, in which Mr Dumont concedes Thomson's position is weak. "We are working hard to improve this by setting up a US distribution network, and with the employment of a North American in Brad Alexander, who understands the market very well."

The V14 mobile unit which has thus far been marketed exclusively in Europe will be introduced in the states, probably in the second quarter, with a customised US base, and should do good business in the potentially large American roadshow market.

Looking ahead, says Mr Dumont: "Simulation has a bright future, with much potential and many opportunities." Thomson will not, he says, release new technology at prohibitively high prices, but wait for such a time when the product can be offered to large potential markets. "We are interested in volume and market share." A target of increased business of 30 percent has been set, in spite of what would appear to be fierce competition.

"If you look around, there are some nice looking machines. It is a challenge and we accept it."

PROPCYCLE™

FLY LIKE AN EAGLE, GLIDE TO THE BANK!

NAMCO's Super System 22
Immerses the player in a virtual reality environment.

Intuitive game play - Pop as many "hot-air" balloons in the time provided.

Pilots select from two modes: Novice (Point Attack) and Advanced (Story).

Three stages in the Novice Mode with an additional "Bonus" stage in the Advanced Mode!

ONE PROPCYCLE AVAILABLE FOR SALE
SHIP DUE TO ARRIVE 27TH JANUARY 1997

namco
The Game Creator

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THE HOTTEST GAME IN THE USA!!!

Over 5,000 Machines sold in 3 weeks
1st Shipment - SOLD OUT 2nd Shipment - COMING SOON

PLACE YOUR ORDER NOW!

This products are marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

TIME CRISIS™

Innovative "Action Pedal" Performs Two Functions:

Press pedal to go forward and shoot.

Release pedal to dodge bullets and reload gun.

Two Game Modes:

Story Mode - The player defeats enemies in each area to proceed to the next stage.

Game Mode - The player selects one of four stages and must defeat all enemies in the time allowed. He has unlimited lives as he *races* against the clock!

Most Accurate Gun in the Business

Time Crisis' gun is six times more accurate than conventional guns. The special "blowback" feature provides players with the tactile feedback they demand.

Special targets detonate bombs

Eliminate numerous enemies with one shot!

SHIPMENT ARRIVED
TWO 29 DEDICATED
GAMES AVAILABLE

namco®
The Game Creator

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NEW

This products are marketed in NZ under an exclusive distribution licence held by Coin Cascade Ltd.

NEOPRINT

THIS MACHINE IS PRINTING MONEY

$1,516 PER WEEK

TEST LOCATION

- Choice of frames around photos eg: letterbox, heart
- All happens in just 30 seconds
- 3 chances to get the perfect picture
- Prints 16 small stamp-like stickers in colour, black & white or sepia.

SPECIALS

25 KORTEC MONITOR & TUBE

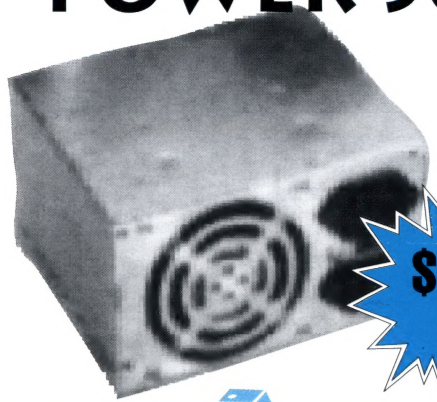
$645

WHILE STOCKS LAST · FREE VOLTAGE
HIGH QUALITY PIC · SAMSUNG TUBE
PART 118143

360 CONTROL CONVERSION KITS

$38

POWER SUPPLY



5 - 20 AMPS
12 - 8 AMPS
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-12 - .5 AMPS

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South Island: Garth Ennor Ph 03 338-1411 Mobile 025 221-8694Fax 03 338-1410

RTS

JAPANESE GAME MACHINE

CONVERSION GAMES

1. Tecmo **Dead or Alive**
2. Seibu **Raiden Fighters**
3. SNK **Samuaru Shodown 4**
4. Tecmo **Gallop Racer**
5. Namco **Quiz My Angle**
6. Sega **Virtua Striker**
7. Taito **Puzzle Bobble 3**
8. SNK **Stakes Winner 2**
9. Capcom **X-Men vs SF**
10. Sega **Dynamite Baseball**

DEDICATED GAMES

1. Namco **Tokyo Wars**
2. Sega **Virtua Fighter 3**
3. Sega **Touring Car**
4. Namco **Alpine Surfer**
5. Sega **Wave Runner**
6. Sega **Virtual On**
7. Namco **Aqua Jet**
8. Namco **Prop Cycle**
9. Sega **Virtua Cop 2**
10. Sega **Gunblade**

PINBALL

1. Williams **Arabian Nights**
2. D.East **Jurassic Park**
3. Capcom **Pinball Magic**
4. Sega **Batman Forever**
5. Williams **Congo**

AMERICAN TOP 60 VIDEO & PINBALL

1. Sega **Daytona USA**
2. Namco **Prop Cycle**
3. Midway **Cruisin' USA**
4. Sega **Virtua On**
5. Bally **Attack from Mars**
6. Atari **Area 51**
7. Namco **Time Crisis**
8. Incred.Tec **Golden Tee 3D Golf**
9. Namco **Alpine Racer**
10. Williams **Touchmaster**
11. SNK **Metal Slug**
12. Merit **Megatouch IV**
13. Sega **Manx TT**
14. Namco **Tekken 2**
15. Williams **Arabian Nights**
16. Bally **Theatre of Magic**
17. Sega **Sega Rally**
18. Sega **Indy 500 Twin**
19. Bally **The Addams Family**
20. Atari **COPS**
21. Namco **Soul Edge 2**
22. Sega **Twister**
23. Capcom **Marvel Super Heroes**
24. Sega **Virtua Cop 2**
25. Midway **NBA Hang Time**
26. Micro **Magical Touch**
27. Taito **Bust-A-Move Again**
28. Dynamo **Solitaire Challenge**
29. Merit **Megatouch**
30. TVL **Concorde 1**
31. Sega **Apollo 13**
32. Capcom **Street Fighter Alpha 2**
33. Namco **Cyber Cycles**
34. Williams **Road Show**
35. Capcom **D&D Shadow Over Mystara**
36. Sega **Outrunners**
37. Atari **T-Mek**
38. Namco **Lucky & Wild**
39. Dynamo **Tournament Solitaire**
40. Bally **Who Dunnit**
41. Williams **Star Trek TNG**
42. Midway **War Gods**
43. SNK **Art of Fighting 3**
44. Capcom **Break Shot**
45. Sega **Virtua Cop**
46. SNK **Windjammers**
47. Konami **Run & Gun 2**
48. Williams **Flintstones**
49. Premier **Big Hurt**
50. Sega **Goldeneye**
51. Incred.Tec **World Class Bowling**
52. Williams **Safecracker**
53. Sega **Virtua Fighter 2**
54. Fabtek **Viper Phase 1**
55. Namco **Point Blank**
56. Bally **World Cup Soccer**
57. Namco **Soul Edge**
58. Sega **Indy 500**
59. Namco **Suzuka 8 Hours**
60. Kaneko **Great 1000 Mile Rally 2**

CHA

TIME OUT NEW ZEALAND

CONVERSION GAMES

1. Capcom **X-Men vs SF**
2. Sega **Die Hard**
3. Sega **Virtua Striker**
4. Fabtek **Raiden Fighters**
5. SNK **Samuari Shodown**
6. Sega **Virtua Fighter 2**
7. Taito **Puzzle Bobble III**
8. Taito **Raystorm**
9. Namco **Tekken 2**
10. Namco **Point Blank**

DEDICATED GAMES

1. Williams **Cruisin' World**
2. Sega **Daytona**
3. Sega **Sega Rally**
4. Sega **Virtua Cop 2**
5. Sega **Gunblade**
6. Namco **Alpine Surfer**
7. Namco **Prop Cycle**
8. Namco **Cyber Cycle 50"**
9. Namco **Alpine Racer**
10. Namco **Time Crisis**

PINBALLS

1. Williams **Junk Yard**
2. Bally **Scared Stiff**
3. Williams **Arabian Nights**
4. Bally **Attack from Mars**
5. Williams **Congo**

TIME OUT Family Leisure Centres

TIMEZONE

CONVERSION GAMES

1. Tecmo **Dead or Alive**
2. Namco **Point Blank**
3. Capcom **X-Men vs Streetfighter**
4. Taito **Puzzle Bobble III**
5. SNK **Stakes Winner 2**
6. Fabtek **Raiden Fighters**
7. SNK **Neo Samurai Shodown IV**
8. Sega **Virtua Striker**
9. Taito **Raystorm**
10. SNK **Neo Kizuna Encounter**

DEDICATED GAMES

1. Namco **Tokyo Wars**
2. Namco **Aqua Jet**
3. Atari **San Francisco Rush**
4. Midway **Cruisin' World**
5. Konami **Winding Heat**
6. Gaelco **Speed Up**
7. Konami **Crypt Killer**
8. Taito **Side by Side**
9. Sega **Virtua Cop 2**
10. Namco **Time Crisis**

PINBALLS

1. Bally **Scared Stiff**
2. Williams **Junk Yard**
3. Williams **Arabian Nights**
4. Bally **Attack from Mars**
5. Williams **Johnny Mnemonic**
6. Bally **Theatre of Magic**
7. Bally **No Fear**
8. Bally **Safe Cracker**
9. Williams **Congo**
10. Bally **Who Dunnit**

REDEMPTION

1. LAI **Mouse Attack**
2. Jaleco **Spider Stompin'**
3. LAI **Tickee Tickats**
4. LAI **Stadium Basketball**

PLAYMETER

DEDICATED GAMES

		DIST
1.	Sega **Daytona USA**	6%
2.	Dynamo **Solitaire Challenge**	9%
3.	Atari **Area 51**	87%
4.	Sega **Virtua Fighter 3**	11%
5.	Sega **Virtua Cop 2**	27%
6.	Dynamo **Tournament Solitaire**	13%
7.	Data East **Locked & Loaded**	6%
8.	Konami **Crypt Killer**	8%
9.	Namco **Point Blank**	9%
10.	Namco **Tekken**	40%

CONVERSION GAMES

1.	Capcom **X-Men vs Street Fighter**	53%
2.	Sega **Die Hard Arcade**	49%
3.	Namco **Tekken 2**	64%
4.	SNK **Metal Slug**	49%
5.	Incred. Tech **Golden Tee 3D Golf**	40%
6.	Worldwide Video **Striker 1945**	12%
7.	Namco **Soul Edge 2**	37%
8.	Midway **NBA Hang Time**	29%
9.	Taito **Bust-A-Move Again**	9%
10.	Capcom **Super Puzzle Fighter 2**	11%

PINBALLS

1.	Bally **Scared Stiff**	29%
2.	Sega **Space Jam**	13%
3.	Bally **Attack from Mars**	47%
4.	Premier **Big Hurt**	14%
5.	Williams **Arabian Nights**	24%
6.	Bally **Addams Family**	69%
7.	Bally **Theatre of Magic**	56%
8.	Sega **Independence Day**	13%
9.	Bally **World Cup Soccer**	41%
10.	Sega **Twister**	21%

REDEMPTION

1. Planet Earth **Dino World**
2. ICE **Mouse Attack**
3. Jaleco **Spider Stompin'**
4. Skee-Ball **Skee-Ball Too**

SPECIALS

PINBALLS

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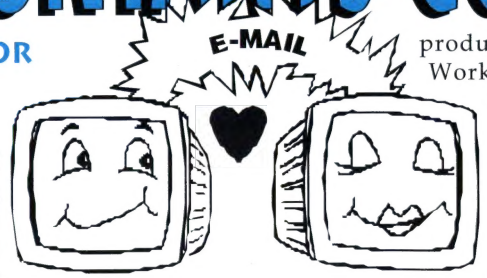
ACCOUNTANTS CORNER

NETWORKING FOR ACCOUNTING SYSTEMS



THE main benefit of running your accounting system across a local area network (LAN) is that it allows you to share programs and data, and also other resources like printers and backup systems. This means two or more people within your organisation can process accounting information at one time, something which becomes important as transaction volumes increase.

Before you begin evaluating network operating systems, you have to consider a fundamental choice. There are two main networking options: you can use either a peer-to-peer network, or a network with a dedicated file server.

A peer-to-peer network is often used where there are fewer than five PCs in a network. They are called peer-to-peer because all PCs in the network are treated as peers. No single machine is "the server", as they can all share their files with others. Administration of a peer-to-peer network can be difficult when the number of users increases, as each user must grant access to others on their own PC.

A peer-to-peer network is best suited to situations in which most users have programs like word processors and spreadsheets installed on individual PCs, and only occasionally need to share data. Their main use is for printer sharing.

Peer-to-peer becomes an unsafe option when the number of users increases, or when any shared database is used. The most common database application that people use is an accounting package. Other programs like electronic mail and scheduling systems fall into the same category. Vendors will say that their peer-to-peer products to handle accounting systems, but empirical evidence is very much to the contrary. A PC running a low-end networking product like Windows for Workgroups or Lantastic struggles to manage its own user as well as handle access to the rest of the LAN. Data corruption and system crashes are the main side-effects, neither of which is pleasant. The only good thing to be said about an unreliable network with an accounting system on it is that you get to test your restore routines regularly (thats a joke!).

The main choice today for a peer-to-peer network is Windows 95. It is relatively new, but is considered sound and easy to use.

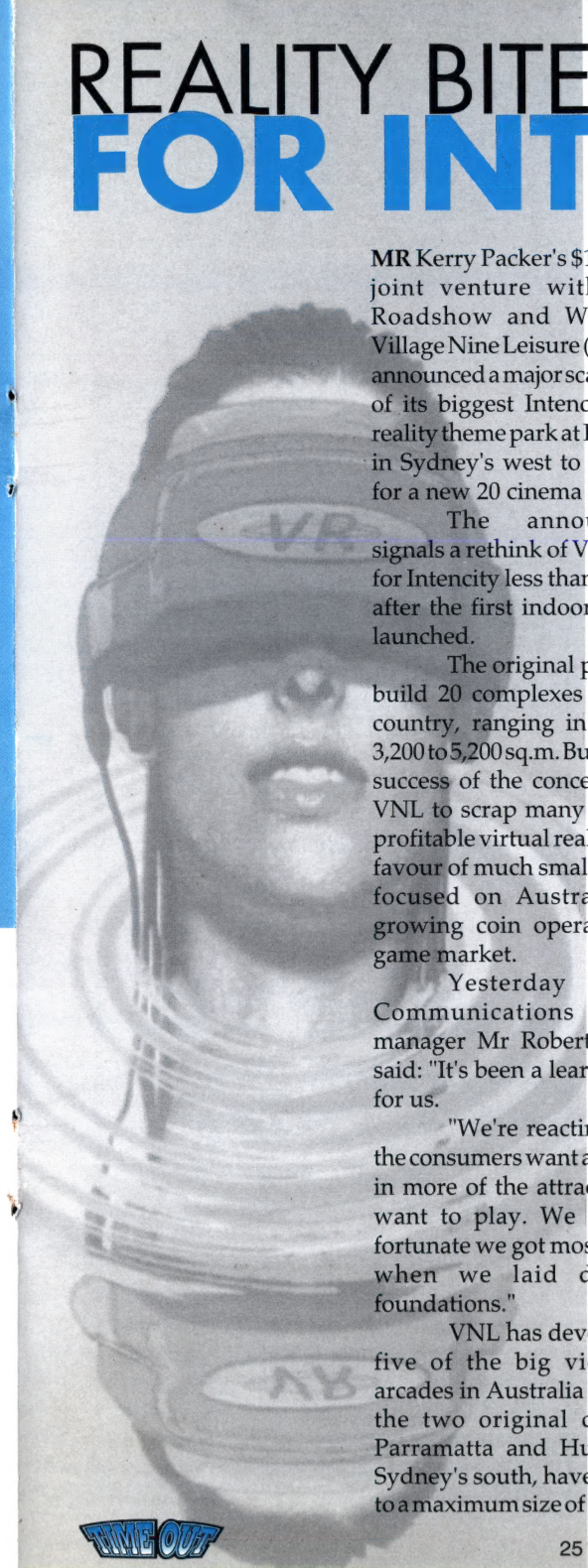
In terms of dedicated server options, you can choose between Novell Netware 4.1 and Microsoft Windows NT Server 3.51. Until recently, Novell was the most common choice but Windows NT has been available for just over two years and has established itself quickly.

A key difference between Netware and Windows NT is that Windows NT is generally easier to use and cheaper to buy, although the server needs more memory and possibly a faster processor (your dealer should be able to make recommendations here). Netware remains more widely used and is more likely to run your software, if the software is not particularly up to date. Upgrading user capacity with Netware is quite an expensive exercise, whereas Windows NT is licensed by the user in increments costing less than $100.

There is a significant cost difference between a peer-to-peer network and a network with a dedicated file server. However, the cost of support for the peer-to-peer network and the cost of lost time and repeating work can quickly offset that difference.

If your use of the network is likely to expand in the near future, a LAN with a dedicated file server is worth serious consideration from the outset, as upgrading from one to the other is an expensive process.

REALITY BITES FOR INTENCITY



MR Kerry Packer's $150 million joint venture with Village Roadshow and Westfield - Village Nine Leisure (VNL) - has announced a major scaling down of its biggest Intencity virtual reality theme park at Parramatta in Sydney's west to make way for a new 20 cinema megaplex.

The announcement signals a rethink of VNL's plans for Intencity less than two years after the first indoor park was launched.

The original plan was to build 20 complexes across the country, ranging in size from 3,200 to 5,200 sq.m. But the mixed success of the concept has led VNL to scrap many of the less profitable virtual reality rides in favour of much smaller centres, focused on Australia's fast-growing coin operated video game market.

Yesterday Village Communications general manager Mr Robert Macolino said: "It's been a learning curve for us.

"We're reacting to what the consumers want and putting in more of the attractions they want to play. We were very fortunate we got most of it right when we laid down the foundations."

VNL has developed just five of the big video game arcades in Australia and all but the two original centres, at Parramatta and Hurstville in Sydney's south, have been built to a maximum size of about 1,500 sq.m.

At Parramatta, VNL is doing away with all but a sixth of the existing complex - its Australian flagship store encompassing about 6,500 sq.m. over two levels.

Set up an estimated cost of at least $10 million, it will be scaled back to just two components, a Wild World of Sports centre and NRG games centre.

A major problem for Intencity has been attracting customers to the expensive rides. Under the Parramatta redevelopment, VNL will bring in far more of the popular coin-operated Daytona games and new Wild World of Sports games, which allow visitors to play golf, baseball and, in the future, soccer and cricket.

Quicker expansion is in the wings for Village Cinemas, with the new Parramatta megaplex part of a #350 million drive to double the group's screen capacity.

A joint venture between Village Roadshow, Amalgamated Holdings and Warner Brothers is planning to build 18 new megaplex centres, each containing 20 to 25 screens, in the major capital cities.

Parramatta - to link into an existing eight-screen Village centre within Westfield Shoppingtown - will open in December as the second of the new megaplexes.